

Start date MediaLAB

From September 2015, MediaLAB Amsterdam will start a new five-month semester with five teams of four students, who will be working at Studio HvA on challenging projects for real clients from creative industries.

Applied research

MediaLAB Amsterdam conducts applied research by developing innovative interactive media applications for design problems. We work with final year students from various disciplines and countries, who work in teams of 4 towards a tested prototype that they present at the end of their design & research project. Project assigners come from government orgs, Dutch SMEs & large international corporations across fields of IT, media, city making, education, culture, healthcare and other fields. They bring in Digital Media & ICT related problems, societal challenges and ideas or innovation issues.

Students

Students work in multidisciplinary teams guided by experts from the industry and the Amsterdam University of Applied Sciences. Each team consists of a mix of designers, programmers, social/ digital media experts, researchers, copywriters and storytellers. In twenty weeks (one semester) every team develops a working prototype in close collaboration with the client and the MediaLAB team. Team members work five days a week either at Studio HvA, the client's office or in the field. Each student is allocated one day a week to work on the documentation of his or her internship or graduation project. The program is in English and available to all final year students from (Applied) Universities.

APPLY!

Go to medialab.hva.nl/join-us to upload your CV, portfolio and motivation to apply for the fall semester of 2015/2016.

Process

MediaLAB Amsterdam works with the principles of Design Thinking, a way of using practical and creative tools to solve problems or design new products and services. The method combines empathy for the context, creativity in finding solutions and rationality to evaluate the solution with the aim to add value and fulfill the needs of the user. Within the period of one semester MediaLAB students follow a flexible, iterative process of researching, translating, ideating, prototyping and testing in sprints or cycles of 3 weeks, for a period of 5 months.

The MediaLAB offers its students the tools and methods to support them in each step of the process. This consists of: a workshop program, a toolkit with multiple research and design methods, and the input and support of several (external and internal) experts. The usability lab can be used to test design concepts and prototypes.

Studio HvA

MediaLAB is based in Studio HvA. Together with the Amsterdam Center for Entrepreneurship and Urban Management, MediaLAB Amsterdam is in the center of the Amstelcampus Amsterdam. Within the studio, MediaLAB Amsterdam facilitates creative workshops and involves students in seminars and festivals taking place in the creative industry.

Knowledge center CREATE-IT

MediaLAB Amsterdam is a part of CREATE-IT, the knowledge center of the School of Design & Communication from the Amsterdam University of Applied Sciences. Students, teachers and researchers work together on applied research with the creative industries and the ICT sector. The results will be used in curriculum development and for consulting the industry.

THE PROJECTS

Vehicle2Grid

V2X is a system that uses EV batteries as a way to balance out the electrical grid between buildings and electric vehicles, by making use of bidirectional charging. As this adds extra levels of complexity to energy consumption and mobility for users, the team will design an easy to use system or interface based on the user's needs for them to understand and adopt the system.

TAGS

**SMART GRID, WEARABLES,
INTERFACES, ELECTRIC
VEHICLES, PERSUASIVE DESIGN**

WANTED

**UI DESIGNERS,
PROGRAMMERS, UX DESIGNERS,
APP DEVELOPERS**

Artistic options for Digital Heritage Yugoslavia Tribunal

The Yugoslavia Tribunal aims to share their digital heritage with a wide audience before its closure. In collaboration with Creative Court, we will create an artistic vivid historic memorial place and a digital museum which opens up a dialogue between involved countries.

TAGS

**ART, HERITAGE,
HISTORIC MEMORIAL**

WANTED

**DESIGNERS, ARTISTS,
PROGRAMMERS, HISTORIANS,
GRAPHIC DESIGNERS**

Designing the Experience

How can we create a digital toolkit or model able to suggest or create new, diverging museum experiences? The toolkit needs to simulate impressions of these experiences and facilitate co-creation processes to involve all stakeholders in the design process.

TAGS

**MUSEUM, IMMERSION,
EXPERIENCE**

WANTED

**RESEARCHERS, EDUCATORS,
UX DESIGNERS, PROGRAMMERS
3D DESIGNERS**

Citizen Empowerment

How can we gain awareness and involve citizens in creating solutions to prevent local floodings caused by heavy rain? In this project we explore how citizens can take action collectively.

TAGS

**SENSORS, INTERNET OF THINGS,
GAMIFICATION, CITIZEN
EMPOWERMENT**

WANTED

**UI DESIGNERS, RESEARCHERS,
SOFTWARE ENGINEERS
(ARDUINO/MOBILE
DEVELOPMENT)**

Visual Storytelling

Many big corporations use ad agencies to visualize the story behind a new product and plan a market strategy. How can we make an open source platform to plan, create, monitor visual stories that can be used in the same way by smaller companies or start-ups?

TAGS

**STORIES, USER ENGAGEMENT,
WEB DESIGN, VISUALNESS**

WANTED

**UI DESIGNERS, ANIMATORS,
STORYTELLERS, RESEARCHERS,
MARKETEERS, SOFTWARE
ENGINEERS, STATISTICIANS**

Inclusive Wealth

Where GDP is used to measure economic wealth at a specific point in time, the Inclusive Wealth Index (IWI) is more concerned with how wealth regionally develops in time and space. What aspects of the IWI can affect design criteria for future products and services, and how does this influence the regional wealth? How can sensors be used in measuring these indicators and can we involve citizens and governments in this process? This project team will operate parallelly to a second team in Bangalore, India, both answering the same question in different cultural contexts.

TAGS

**VISUALIZATION, INFORMATION
DESIGN, SUSTAINABILITY,
INTERNET OF THINGS**

WANTED

**UI DESIGNERS, UX DESIGNERS,
ECONOMICS, PROGRAMMERS**

Interactive Cinema

Influenced by the film 'Night on Earth', this cinematic project will focus on how we can build interventions that influence your personal experience of a virtual reality film. We explore virtual reality and cinema in different cultural contexts.

TAGS

**VIRTUAL REALITY, IMMERSION,
CINEMATIC EXPERIENCE,
OCULUS RIFT**

WANTED

**RESEARCHERS, DESIGNERS,
FILM STUDENTS/GRADUATES,
SOFTWARE ENGINEERS (C++/
UNITY)**